

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES

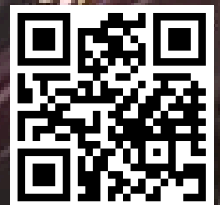
THE SKY

BY  SKYCAPITAL®

MÉRIDA'S FIRST SKYSCRAPER

MÉRIDA BREAKS INVESTMENT RECORD

Yucatán, diversification and added value



ABR / 2025

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From the *Edition*

EXPO CASA MEXICO

REAL ESTATE — INVESTMENTS — TRENDS — PLACES

March 2025

Welcome to the seventh edition of Expo Casa México.

In this issue, in our markets section, we explore emerging trends in real estate investment, strategies to maximize return on investment, and key opportunities in the domestic market. We focus on providing you with valuable, up-to-date information so you can make smart, profitable decisions in this ever-evolving sector.

The real estate sector continues to evolve with new opportunities in various regions of the country. We analyze the fastest-growing states, the most attractive sectors for investors, and the impact of technology on the purchase, sale, and management of properties.

Discover effective strategies to optimize your real estate portfolio. From commercial properties to residential developments, we provide tips for evaluating the risks and benefits of each type of investment.

We explore one of Mérida's most impressive projects, The Sky, Mérida's first skyscraper.

We analyze their design, location, projected capital gains, and the reasons why they represent a unique opportunity for investors.

We hope this edition is very useful for your growth as an investor. Welcome to a new level of opportunities in real estate!

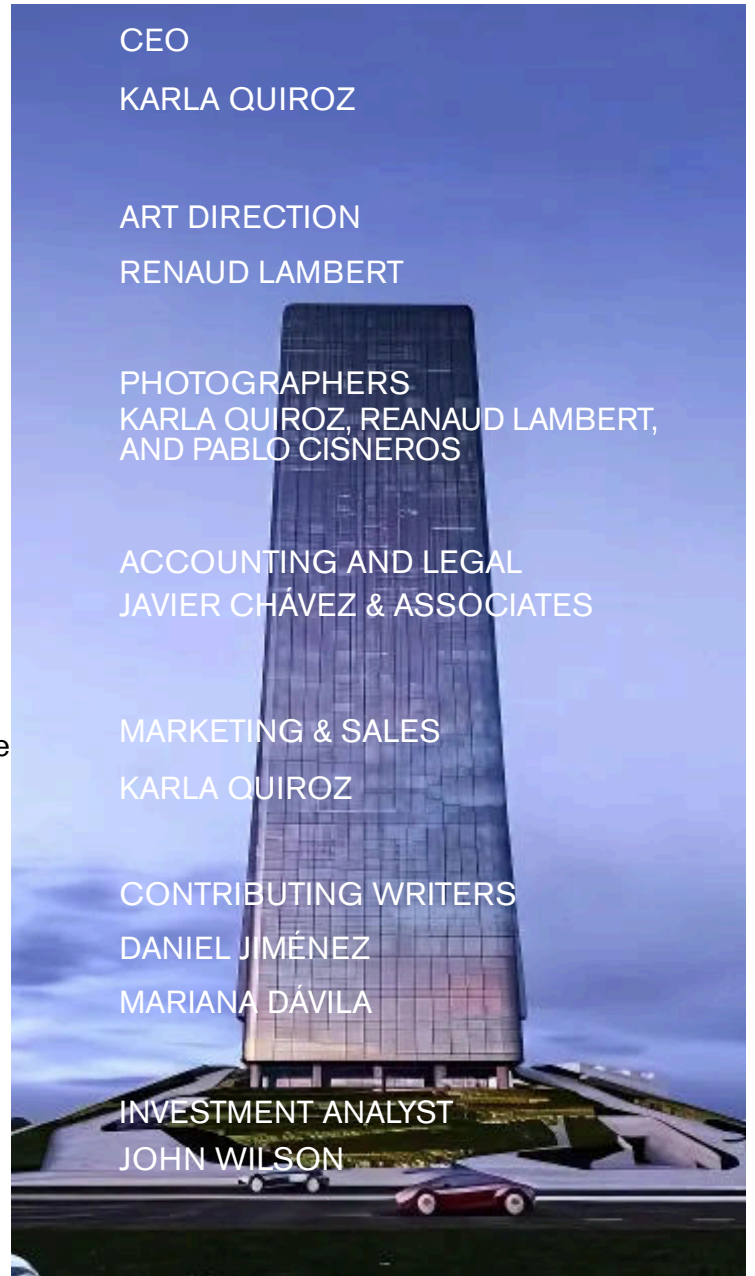
Welcome to your new source of real estate inspiration and knowledge! EXPO CASA MÉXICO



CEO & FOUNDER

Content

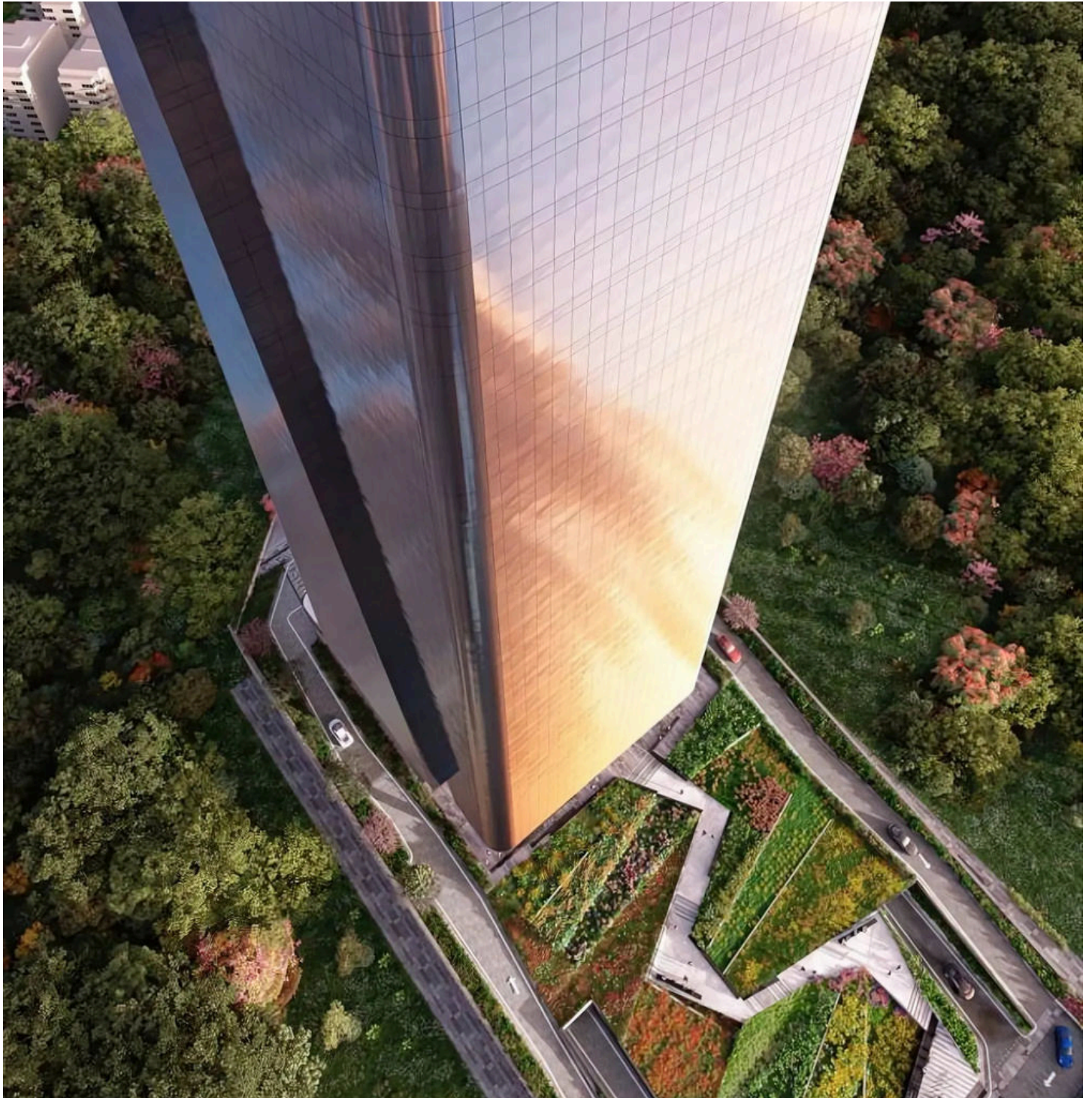
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EXPO CASA MEXICO

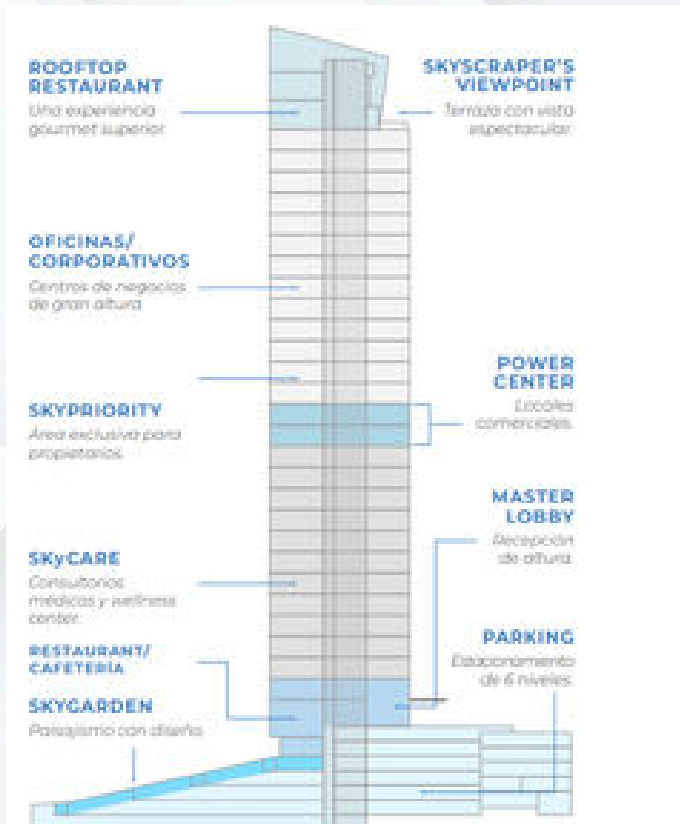


This is... The Sky



TheSky is the ideal space to create your success story. Consulting rooms, offices, retail spaces, and a variety of uses offer great opportunities to take your business to the next level.

160 METERS HIGH & ARCHITECTURE



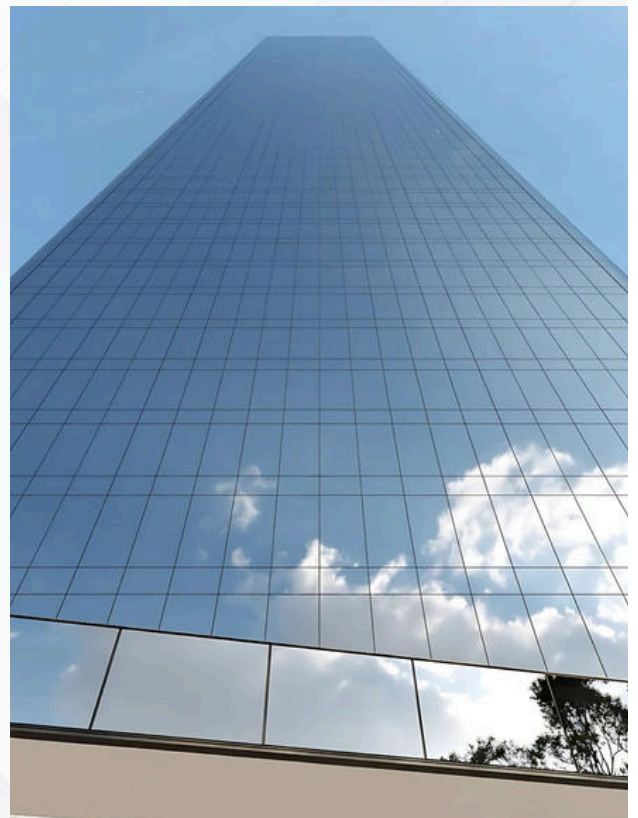
Each level of our magnificent Tower will be the setting for great things to come, important business moments, and high-end social events.

The numbers

> 160 m high > 10,356 m² of land > 36 levels > 6 parking floors > 35,000 m² of offices and clinics > 3,000 m² of commercial areas > 2,500 m² of restaurants > 15 elevators

TheSky offers unsurpassed experiences that exceed your expectations with exclusive facilities strategically created for you, your clients, or your patients.

The Sky is the first skyscraper in the Southeast, a smart and innovative project that exceeds the expectations of a city at its peak.



THE INFRASTRUCTURE



DEVELOPER SECURITY

We exceeded the highest expectations

SkyCapital delivers its projects with unsurpassed efficiency in terms of time and quality. SkyCity was a project that was marketed in a record 11 months, compared to a planned 36-month period. The construction of SkyWork was six months ahead of schedule and was marketed in five months. SkyPark, an industrial park that has attracted foreign companies, is scheduled to be delivered 16 months ahead of schedule, confirming yet another example of the success and security provided by the developer SkyCapital, guaranteeing profitability and added value for its projects.

ENGINEERING SAFETY

The sky is the limit

The precision and excellence of the minds behind The Sky's design apply the most advanced engineering technology to create a skyscraper with the most innovative safety measures, from the core to the top.

> Hurricane Protection System > Earthquake Protection System > Heat Protection System

COMMERCIAL SECURITY

We take business in Merida to the next level

We are catalysts for growth, helping Mérida become the cosmopolitan city it is today: a global business destination and growing commercial expansion with an economic impact. A project as ambitious as The Sky attracts the attention of major investors, international corporations, and top-tier companies.

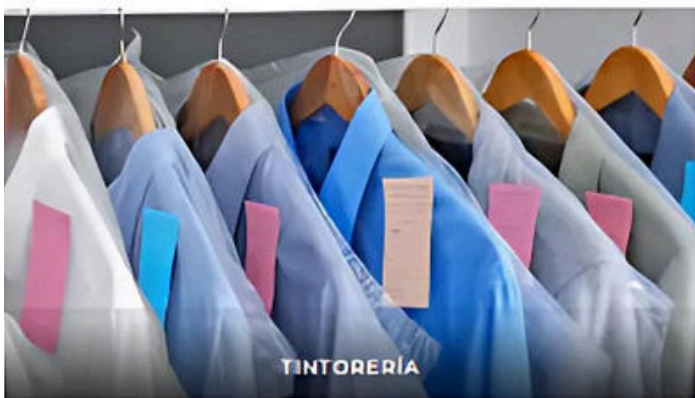
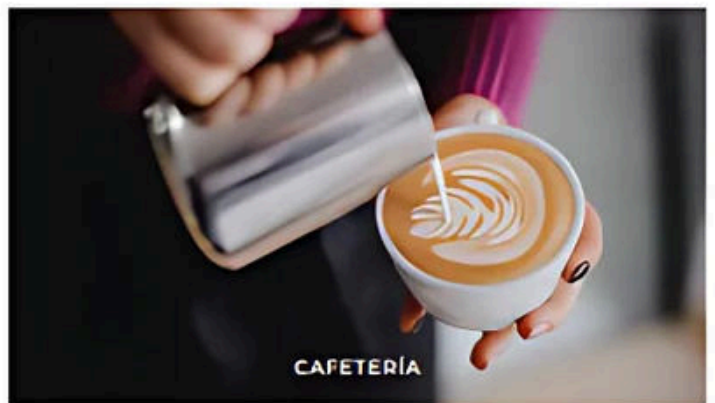
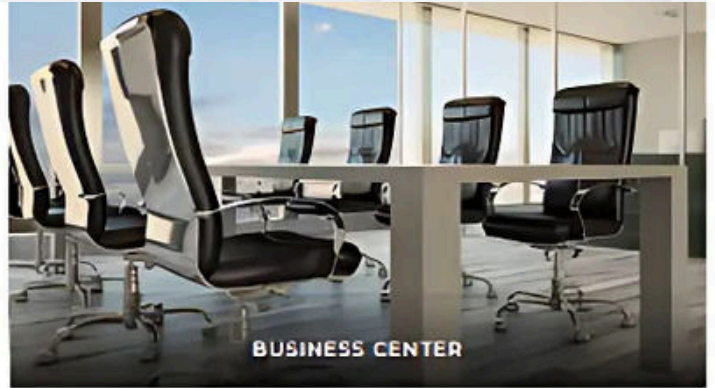
SUPPLIER SECURITY

A benchmark of international greatness

As a development group, SkyCapital has had the vision and strategic genius to select, for The Sky, the most prestigious team of professionals internationally, bringing together only the elite in construction.

THE AMENITIES

The Sky will also feature facilities and amenities that provide a supreme experience that perfectly complements corporate life:

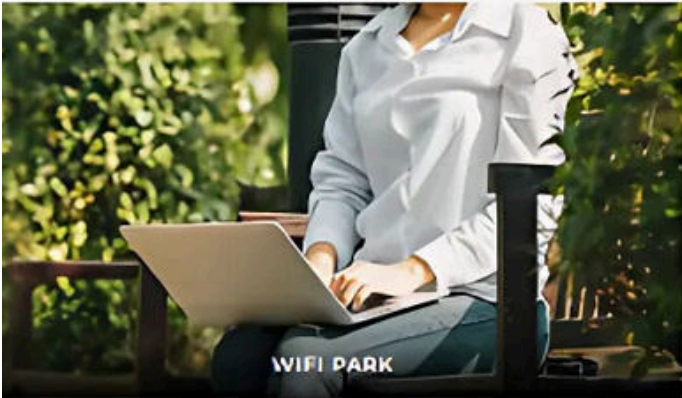




SALA DE JUNTAS INTELIGENTE



AUDITORIOS



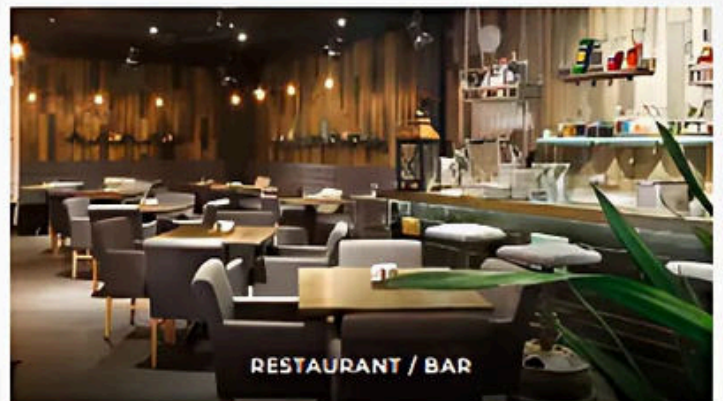
WIFI PARK



PAPELERIA / CENTRO DE COPIADO



MESEJERIA / PAQUETERIA



RESTAURANT / BAR



SKYPRIORITY



SOCIAL WORKHUB

THE STUDIES

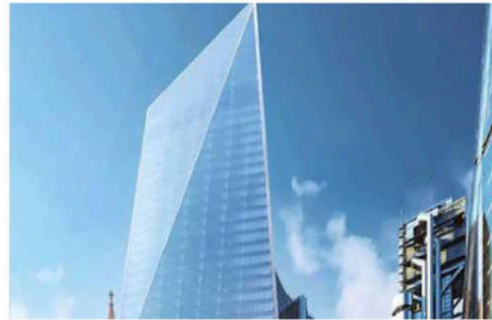
INGENIERÍA Y DISEÑO DE PROYECTOS

ARUP

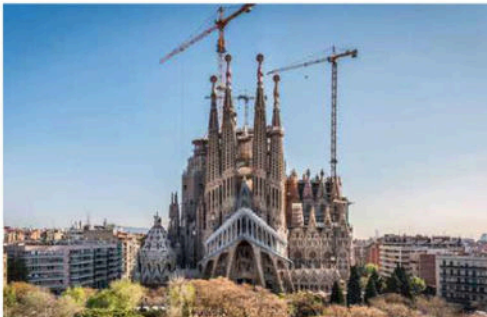
Autores de los más impactantes e icónicos edificios de los últimos tiempos, con más de 50 años de experiencia, **Arup** produce una arquitectura e ingeniería integrada y reflexiva, que da como resultado edificios cuya eficiencia, propósito y belleza cumplen plenamente las más grandes ambiciones.



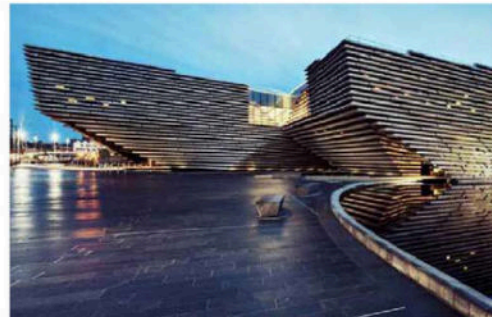
International Commerce Center
Hong Kong, China



The Scalpel
Londres, Inglaterra



Última Etapa de La Sagrada Familia
Barcelona, España



V&A Dundee Design Museum
Dundee, Escocia

MEP (MECHANICAL, ELECTRICAL AND PLUMBING)

AKF



Time & Life Building
Nueva York, EUA



Iluminación Guggenheim Museum
Access Nueva York, EUA

THE STUDIES



WIND ENGINEERING &
AIR QUALITY CONSULTANTS

ESTUDIOS DE VIENTO



Aldar Headquarters Building
Abu Dhabi, Emiratos Árabes Unidos



INTERNATIONAL FIRE
SAFETY CONSULTING

SISTEMA VS INCENDIOS



Torre Colpatría
Bogotá, Colombia



CURTAINWALL DESIGN CONSULTING*

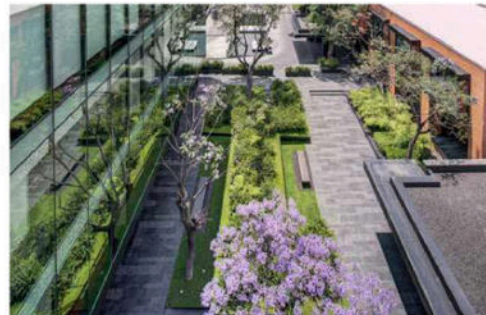
VIDRIOS



Torre Cuarzo
CDMX, México



PAISAJISMO

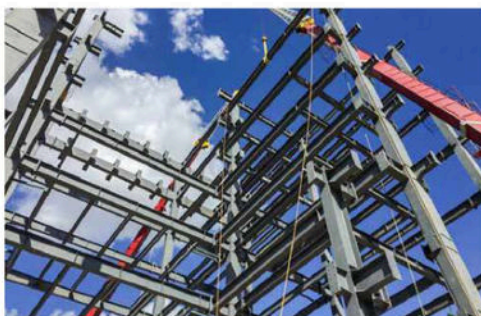


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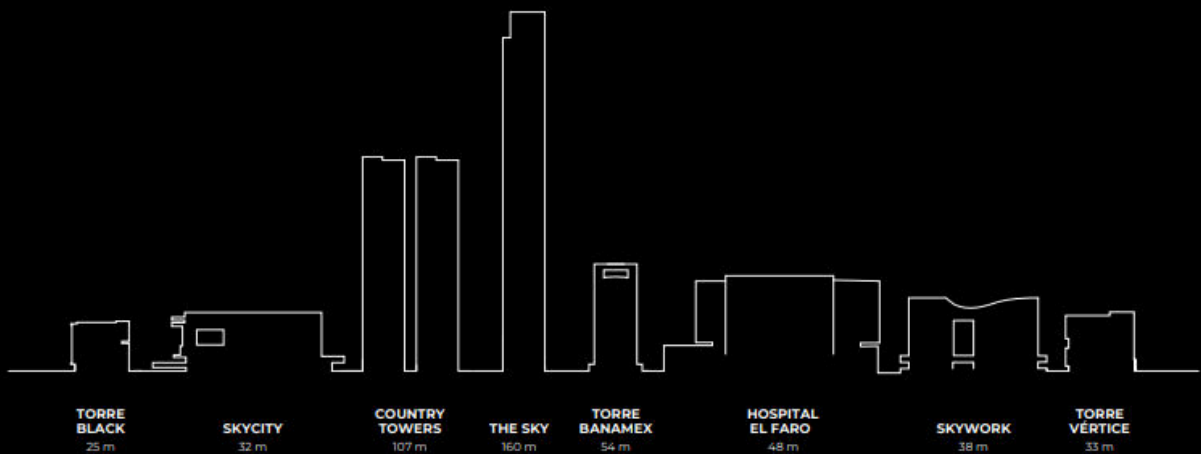
ventas@skycapital.mx

THE SKY®

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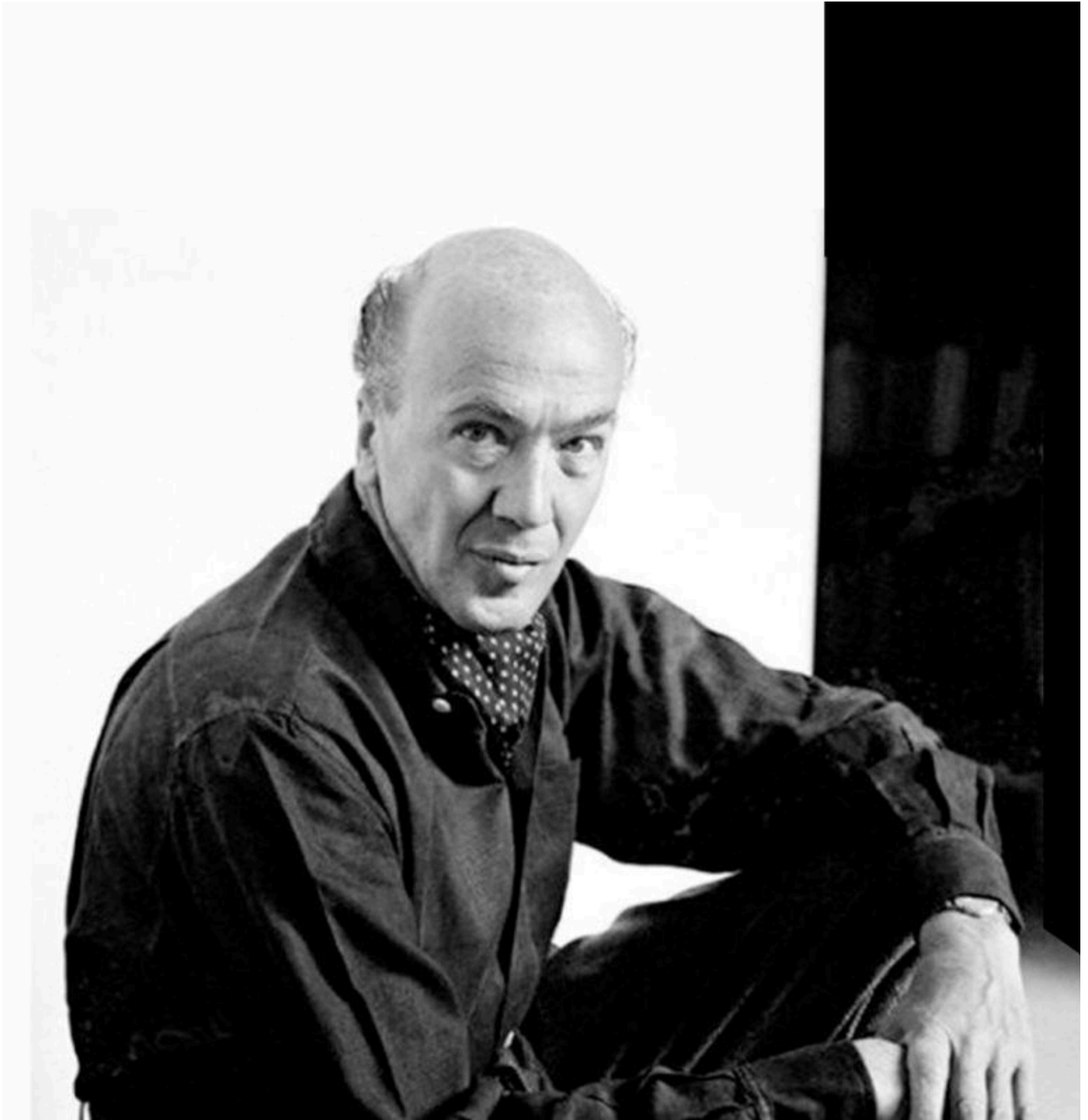
SHOWROOM

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Architecture



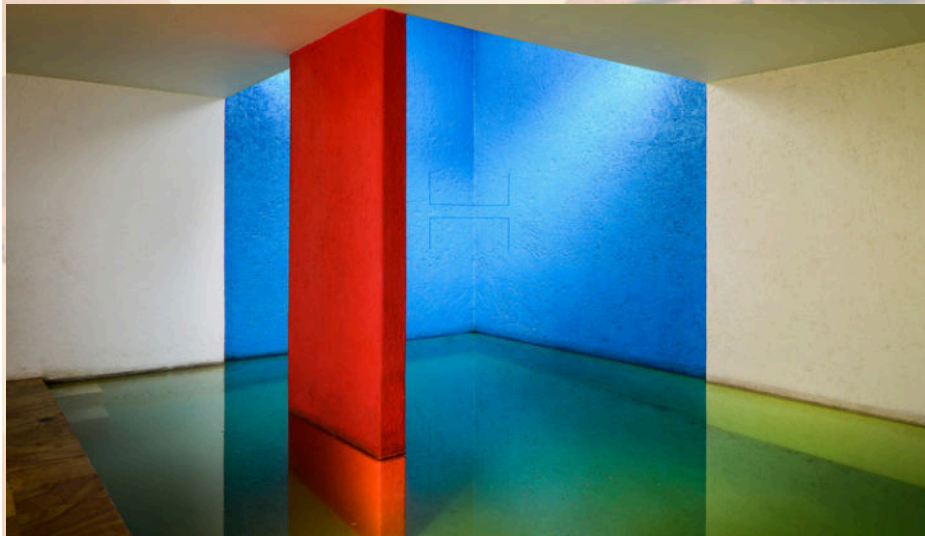
“Light is the essence of life and in architecture, light is the essence of space.”

Luis Barragán

LUIS BARRAGÁN, THE MASTER OF EMOTIONAL ARCHITECTURE



Luis Barragán, the most influential Mexican architect of the 20th century, left a legacy that transcends time and space. His work is a testament to how architecture can be not only functional but also poetic, emotional, and deeply spiritual.



The Man Behind the Architecture

Born in Guadalajara in 1902, Barragán studied engineering and architecture, but his true learning came from his travels throughout Europe. Inspired by Moorish gardens, Mediterranean architecture, and the modern movement, he fused these influences with Mexican tradition, creating a unique style. Pritzker Prize winner 1980

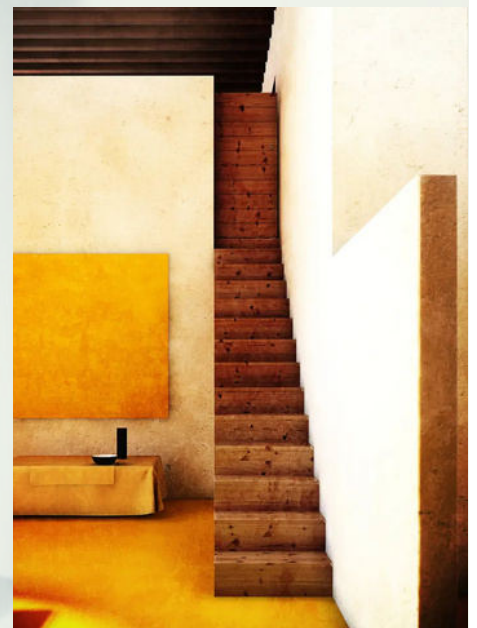
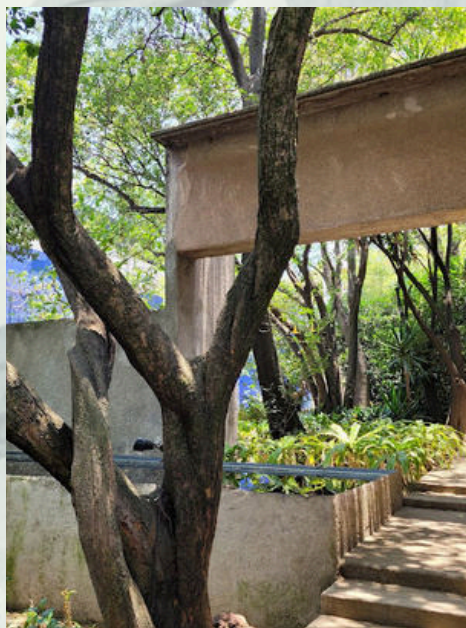
WORKS

Luis Barragán House (1948) Considered his masterpiece, this house in Mexico City is an example of architectural introspection, where the use of light, color and traditional materials create a unique atmosphere.



Color and Light as Protagonists

Barragán revolutionized the way architects use color. His pink, yellow, and ochre walls are not merely decorative; they seek to provoke emotions and contrast with natural light, creating spaces of serenity and contemplation.

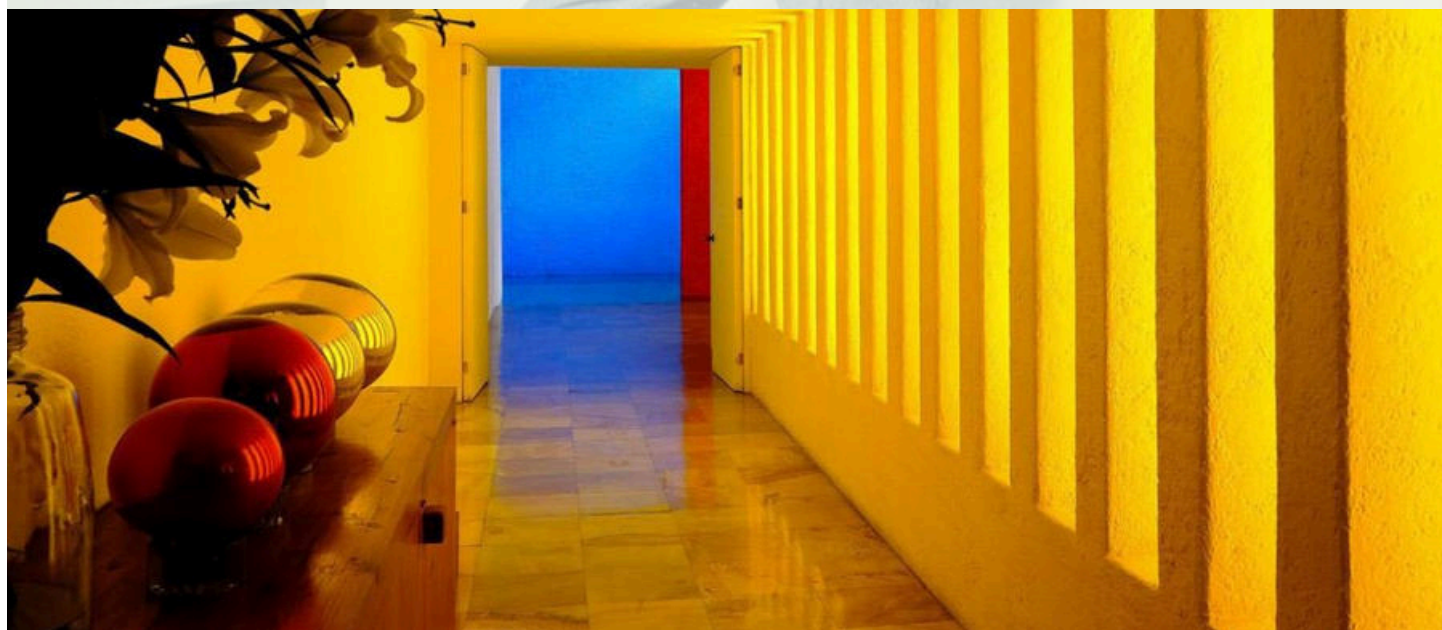


Casa Gilardi (1976) A space where color and light play with perception, creating an almost mystical atmosphere.



Its Influence on Modern Architecture

In 1980, Barragán received the prestigious Pritzker Prize, the equivalent of the Nobel Prize in architecture. His influence remains with contemporary architects who seek to combine functionality and emotion in their designs.

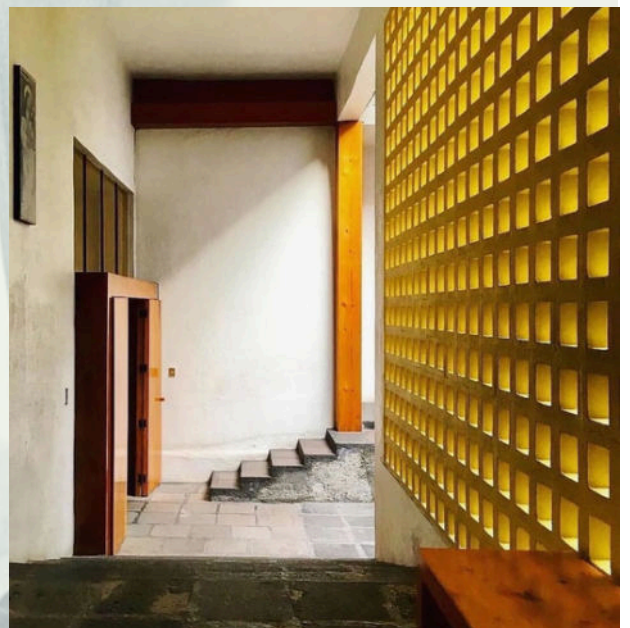
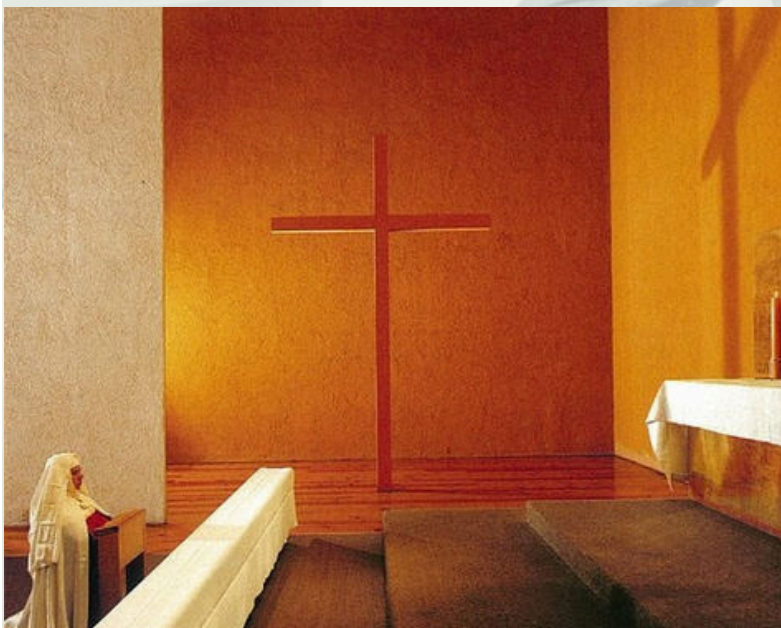


Casa Gilardi (1976) A space where color and light play with perception, creating an almost mystical atmosphere.



Emotional architecture

Luis Barragán managed to transform architecture into a language of emotions and sensations. His legacy continues to inspire generations of architects and artists around the world. His work reminds us that architecture is not just construction, but also an art that connects with the soul.



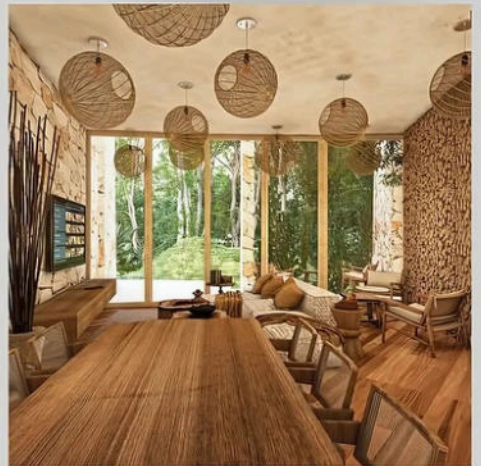
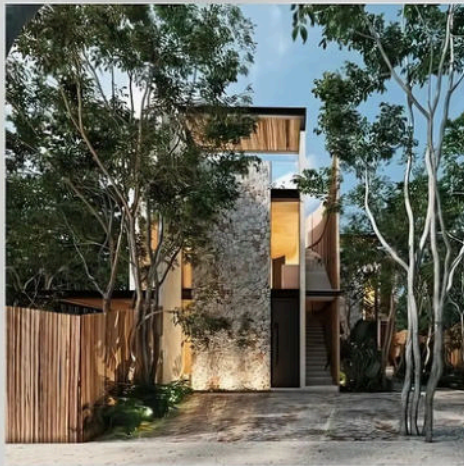
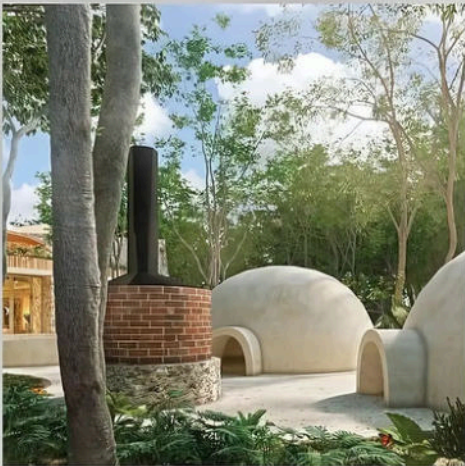
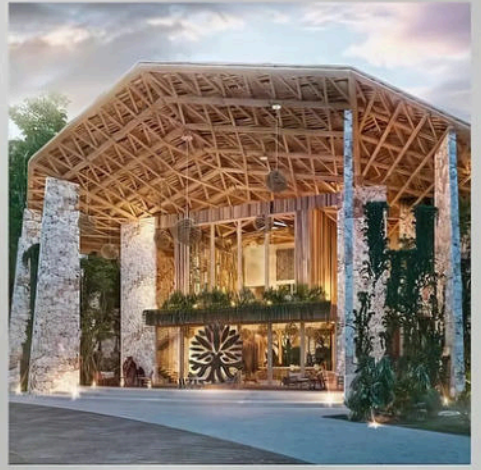
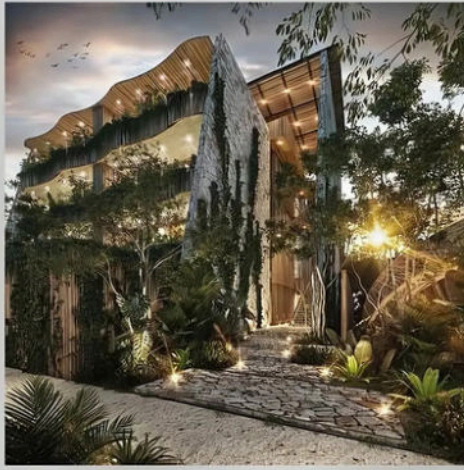
ZH Villa Residencial *Chakã*

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Markets



Photo: info@kelman.mx

Growth of the real estate market in Mérida

In the last 12 months

The Yucatán real estate market has experienced significant growth, driven by demographic and economic factors that have increased demand and housing prices.



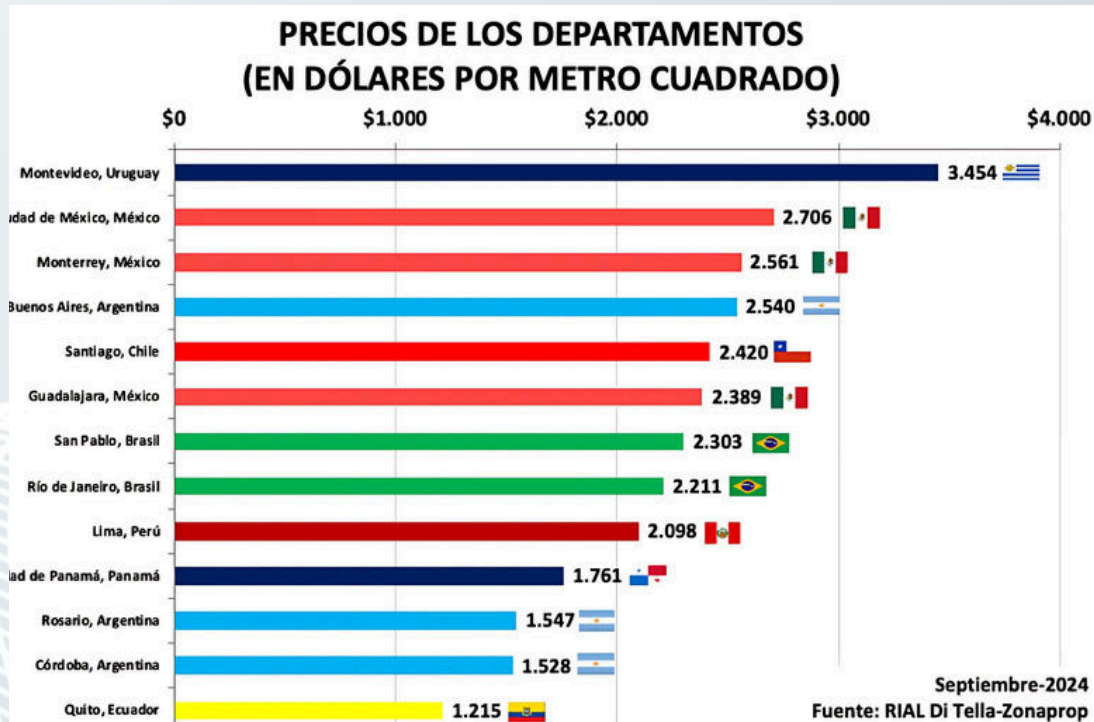
Population Growth and Housing Demand

The Mérida metropolitan area has seen a 3.3% annual population growth, which translates into the formation of more than 9,000 households per year. This increase is largely attributed to immigration, which has increased by 80% in the last decade, with people coming from other cities in Yucatán, different states in Mexico, and even abroad. This migratory flow has increased the demand for housing, with quarterly sales of approximately 2,400 units.



Price Increase

High demand, coupled with inflation in construction costs, has led to a significant increase in home prices in Mérida. During the first half of 2024, the average price of homes purchased with mortgage loans increased by 9.7% compared to the same period last year. Specifically, existing homes experienced an annual increase of 14.6%, while new homes increased by 15.6%.



Housing Offer and Preferences

Currently, Mérida has more than 300 housing projects for sale, totaling 11,845 units. Unlike other cities that tend toward verticalization, 75% of the housing supply in Mérida is horizontal. The distribution by segment is as follows:



Average housing: 51%
Traditional housing: 18%
Residential: 16%
Popular: 8%
Residencial plus/luxury: 6%

This diversity reflects a mature market that caters to different socioeconomic levels.

Trends and New Residential Models

Mérida's real estate growth has led to the introduction of innovative residential models, such as branded residences. These developments combine residential use with luxury hotel services and are designed to attract high-net-worth buyers seeking a secure investment and an exclusive lifestyle. A prominent example is the Xcanatún Residences Angsana Heritage Collection project, which offers 90 units in a historic hacienda, with prices ranging from 9.6 to 21 million pesos.

The real estate market in Yucatan, especially in Merida, has shown sustained growth in the last year.

Driven by a growing population and a constant demand for housing, this dynamic has resulted in significant price increases and a diversified offering that seeks to meet the needs of different segments of the population. The introduction of new residential models reflects the evolution and maturity of the region's real estate market.



Photo courtesy: Eden Maya, MERAKI Residential

the courtesy:

WILLIAM MORT

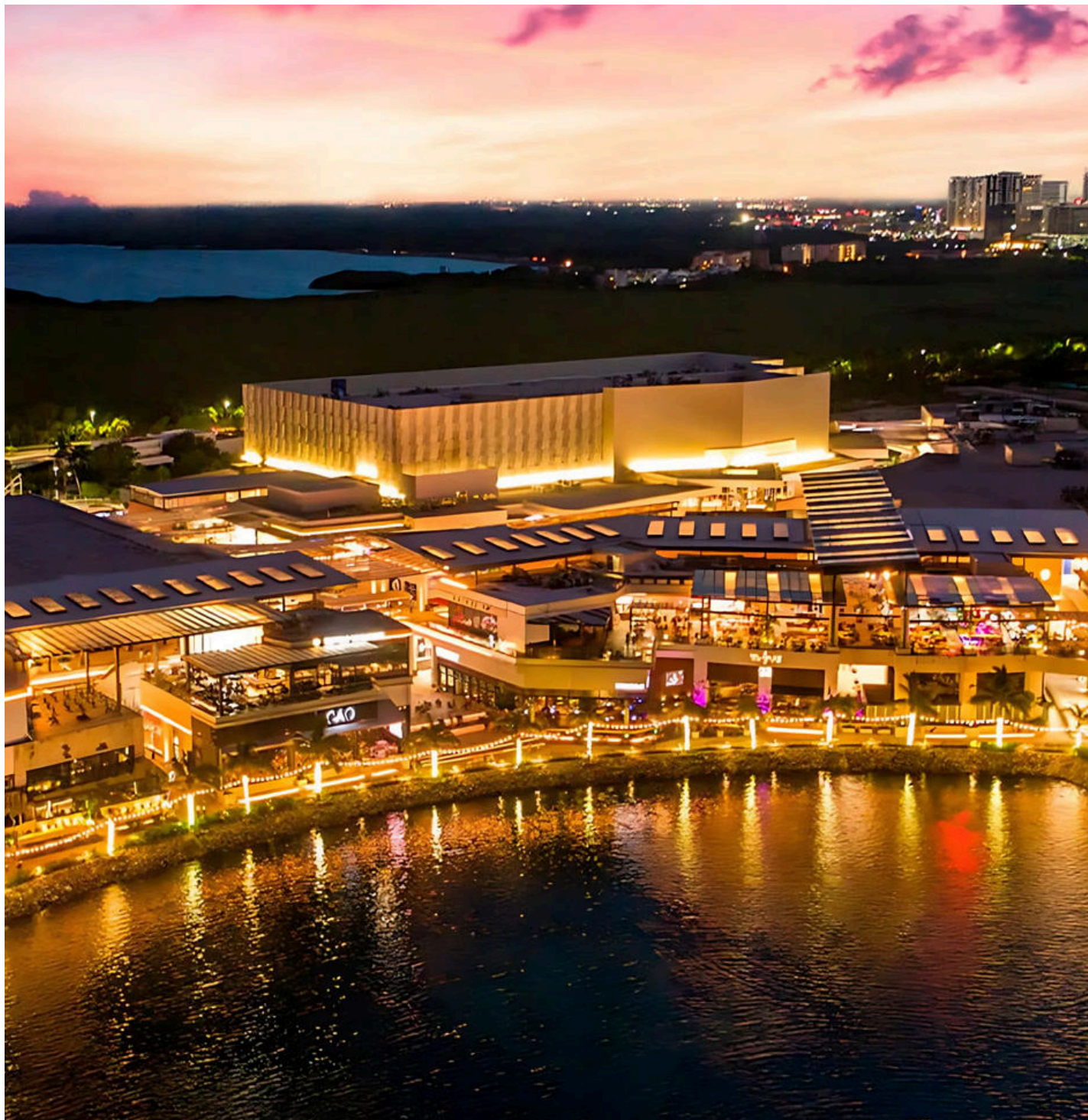
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**WILL
EVALUATE**

- **RESIDENTIAL**
- **COMMERCIALS**
- **MACHINERY**

Marina



Marina Puerto Cancún

HIGH-LEVEL INVESTMENTS

Puerto Cancún is a master-planned residential and resort community located on the last undeveloped stretch of beach in Cancún's famed hotel zone.

This development includes designated areas for a mega-yacht marina, an 18-hole championship golf course designed by Tom Weiskopf, nearby retail areas, and private access.

Here we present five options for investing in the best developments in the area.



Marea Luxury Residences Puerto Cancun:

This exclusive nautical residential development sits on a 40,700 m² lot surrounded by navigation channels, offering views of the Caribbean Sea, Isla Mujeres, the golf course, and the yacht marina.

It features two 20-story towers and seven canal-front Signature Residences. Amenities include swimming pools, a gym, a spa, a business center, a cafeteria, and more.



My Port:

Developed by Grupo Colorines, Mi Puerto is located on VíaMarina, a road connecting various projects in Quintana Roo. It offers standard 300 m² lots distributed in eight phases.

Amenities include a clubhouse, pool bar, children's areas, pet park, artificial beach, hammock garden, and walking trails.



Artilla Puerto Cancun:

This set of exclusive apartments, with areas ranging from 160 m² to 240 m², offers a timeless design that blends with the natural materials of the surroundings.

Its privileged location allows quick access to first-class services, restaurants, bars, a private beach club, and the Puerto Cancún marina.



House Marina:

This exclusive residential project under construction consists of a 600 m² house with six bedrooms and seven bathrooms.

Designed to provide warmth and serenity, it includes an open central kitchen, indoor and outdoor dining areas, an interior garden, a family room, a library, and a wine cellar.

It also incorporates eco-technologies such as solar panels and heaters. From its rooftop infinity pool, you can enjoy spectacular views of the marina and surrounding bodies of water.



Dawn Marina:

Located in the most prestigious area of Cancun, this luxury residential project was designed by the Italian firm ARCHEA ASSOCIATI.

It offers residences with premium finishes and spectacular views of the ocean and marina. Amenities include a golf course, marina, beach club, clubhouse, shopping center, gym, business center, entertainment room, rooftop grill, sky terrace, and pool.

Actual Cancun

HOME



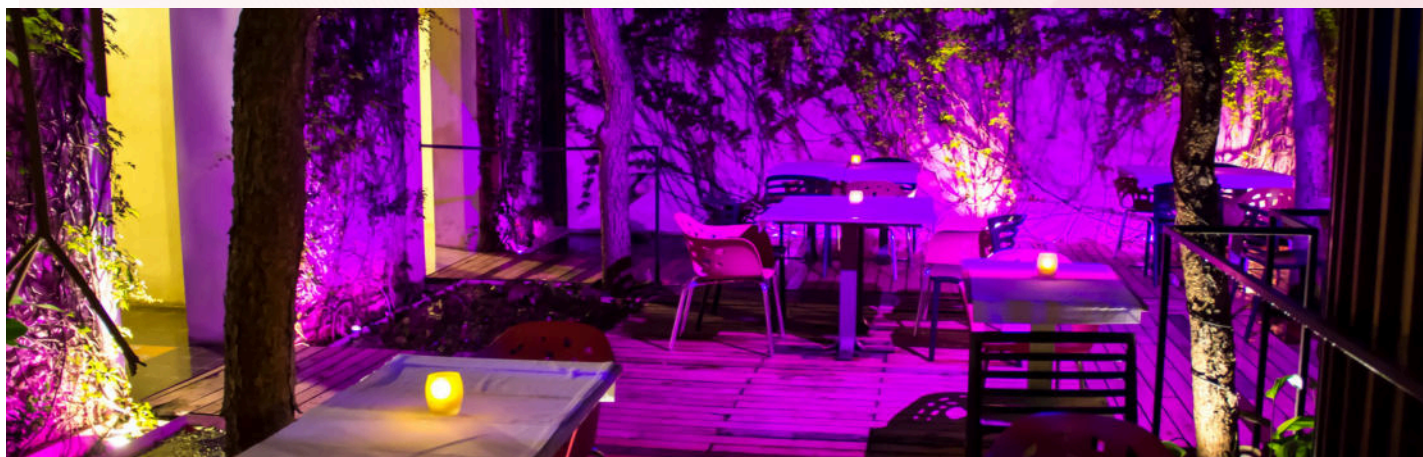
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Travel Diaries



The cenotes of the southeast, a unique wonder

Roses & Chocolate: Luxury, Romance, and Culture in the Heart of Merida



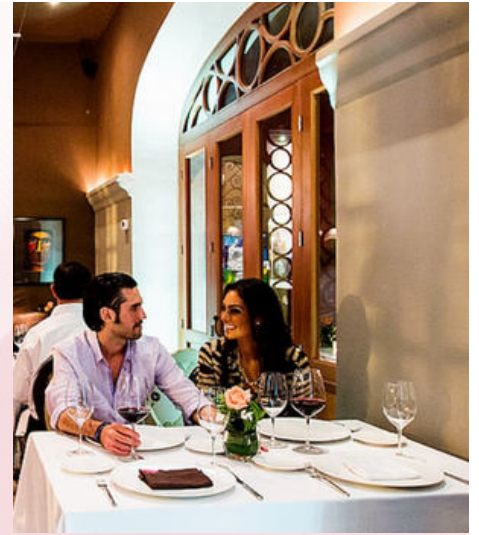
Located on the iconic Paseo de Montejo in Mérida, Yucatán, Hotel Rosas & Xocolate is a boutique hotel that combines colonial charm with contemporary luxury. This signature hotel has become a must-visit destination for travelers seeking an exclusive and sensorial experience in the White City.



A Unique Concept: The Fusion of Romance and Chocolate

The hotel's name, **Roses & Chocolate**, is no coincidence. Every corner of the hotel is imbued with the essence of these two passions: the delicacy of roses and the intensity of chocolate. From its architectural design to its gastronomic and wellness experiences, everything is designed to delight the senses.

This boutique hotel was born from the restoration of two 19th-century colonial mansions, respecting their original structure but incorporating modern and elegant elements. Its vibrant colors, interior patios, and wooden details create a cozy and sophisticated atmosphere.



Gastronomy: A Banquet for the Soul

Rosas & Xocolate is one of Mérida's most acclaimed restaurants, offering a culinary experience that fuses traditional Yucatecan ingredients with contemporary techniques. Its menu includes:

Octopus tacos with annatto

Cochinita pibil reinterpreted

Roasted corn cream with truffle

Desserts with artisanal chocolate, a house specialty



Additionally, its Rosas & Xocolate Lounge offers a great selection of cocktails and a wide range of mezcals and boutique wines, ideal for enjoying an intimate evening.



Wellness: A Sanctuary of Relaxation The Rosas & Xocolate Spa is another of the hotel's major attractions. Here, guests can enjoy exclusive treatments with cocoa and roses, providing a holistic experience of relaxation. Some of its options include:

Massages with cocoa butter and essential oils

Rejuvenating facials with rose extract

Hot chocolate baths to revitalize the skin

www.rosasandxocolate.com



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Tips for your Visit

- ✓ Arrive early (the site opens at 8:00 AM) to avoid crowds and intense heat.
- ✓ Bring sunscreen, a hat, and water, as the sun is very strong.
- ✓ Wear comfortable clothes and shoes, as you will be walking a lot.
- ✓ Consider visiting a nearby cenote like Ik Kil or Sagrado Azul after your tour.
- ✓ Admission costs \$614 MXN for foreigners and \$272 MXN for Mexicans with INE (prices subject to change).



The Light Rail will connect various strategic points in Mérida and other nearby towns, with the goal of reducing vehicle traffic and promoting the use of sustainable modes of transportation.

This system is expected to benefit both city residents and tourists visiting the region.



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This system is expected to benefit both city residents and tourists visiting the region.



What to do in Telchac?

TELCHAC, DIVERSIFICATION AND CAPITAL GAIN

Telchac, Yucatán, is a booming destination for real estate investment. Its stunning coastline, tranquil surroundings, and growing infrastructure make it an excellent option for those looking to diversify their assets. Below, we explore the best investment options in this gem of southeastern Mexico.



Photo courtesy: Gran Telchac, GEA Group

1. Pre-sale land

The land market in Telchac is booming. Residential and commercial lot options are available for pre-sale, allowing investors to acquire properties at affordable prices with high projected capital gains.



Photo courtesy: Bal-ha Village

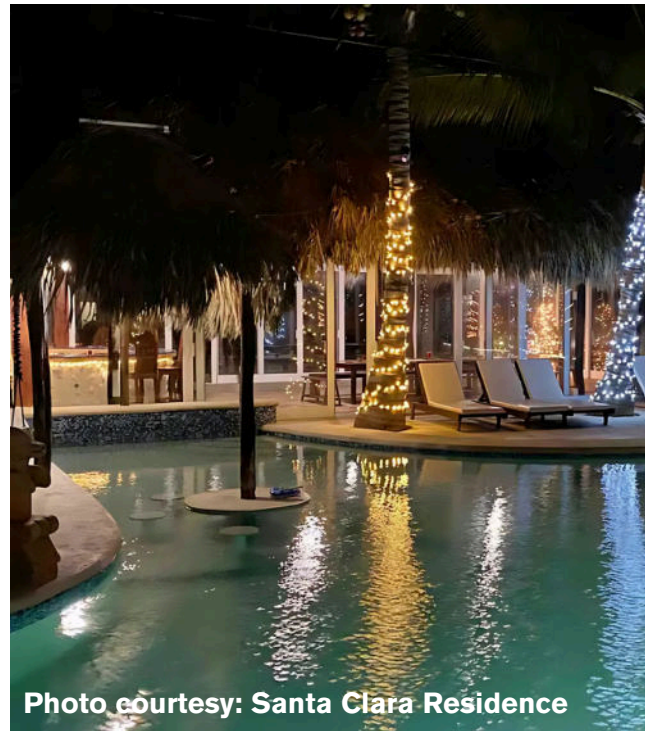


Photo courtesy: Santa Clara Residence

2. Houses and Apartments for Vacation Rentals

Due to the increase in tourism, buying a house or apartment for short-term rental through platforms like Airbnb is an excellent option. Oceanfront or beachfront properties often generate consistent income.

3. Housing Developments

Housing developments in Telchac have increased, offering everything from luxury homes to affordable housing for different types of buyers. Demand for homes in the area is growing, driven by the relocation of people from other states and countries.

4. Boutique Hotels and Eco-Lodges

With the rise of eco-friendly and luxury tourism, boutique hotels and eco-lodges are an attractive option. This type of accommodation is on trend and attracts tourists seeking unique and sustainable experiences.

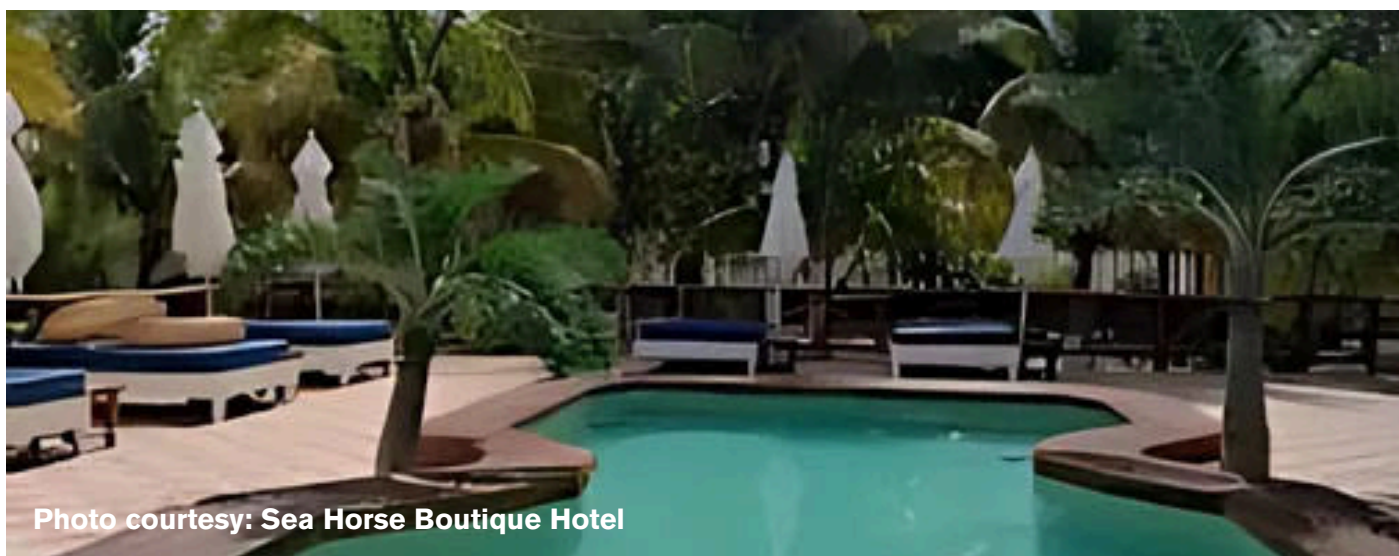


Photo courtesy: Sea Horse Boutique Hotel

5. Commercial Investments

Telchac's growth has also opened up opportunities for investment in businesses such as restaurants, bars, shops, and entertainment centers. The arrival of more tourists and residents generates a growing demand for services.



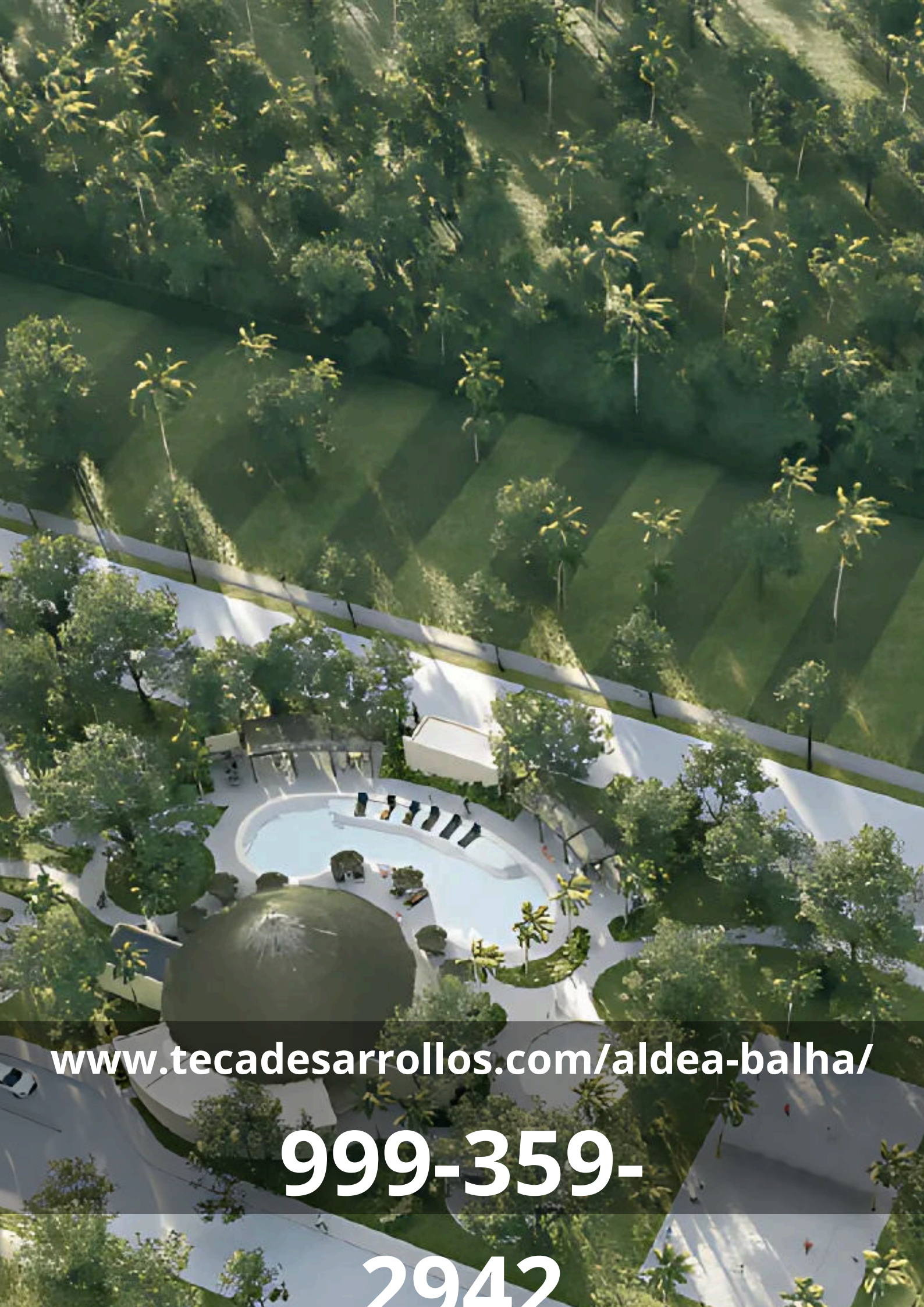
Photo courtesy: Hotel Reef



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TRADE
CENTER

CIUDAD DE MEXICO

425 HABITAT
EXPO

SALÓN
HOSTDESIGN

22 -24 MAYO 2025